



# The University of Suwon

## Global Business Communication

### In Class

## Yolanda Mathews

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### Course introduction

Students in this course will develop a thorough understanding of the international business communication process in various societies around the world. They will examine practical guidelines and information on how to manage and negotiate across countries, understand the intricacies of English business writing from different country perspectives, gain insight into world economic, political, and social systems, and present themselves and their business in a manner that is appropriate and acceptable in various countries around the world.

### Course objectives

After completing the course, students will

- understand the business and social customs of various countries.
- be able to identify the typical stages of cultural shock.
- know the guidelines for international written communication in English.
- be able to evaluate oral and nonverbal communication patterns.
- understand cultural differences in global business etiquette.
- be able to define the intercultural negotiation process.
- understand the elements of cross-cultural negotiation.
- gain insight into laws affecting international business and travel.
- analyze and discuss international business communication case studies.

## Course language

***This course is taught completely in English.*** Students will need to have a good level of English to read and understand the contents and to complete the assignments.

## Course format

This is a **traditional class** and we will meet on campus, however, class materials can be accessed at the University of Suwon Canvas website.

## Course guidelines, requirements and expectations

All students must;

- use the required text/material and download or prepare any other materials required by the teacher.
- act respectfully and courteously in class at all times.
- participate actively in class activities/projects.
- complete all required readings, assignments and exams.

## Required texts/materials

All materials for this class will be provided by the instructor on Blackboard.

## Course website

TBA

## Course policies

To achieve the attendance requirement and complete a course, students must attend at least 75% of the classes. That is, students can miss **NO MORE THAN 4** classes.

### Absences:

- There are **NO** excused absences
- Missing the midterm or final presentation results in an automatic F for the class.
- Assessment will be by class participation, presentation, exam and written essay.
- Makeup exams are allowed but will be docked points.
- Cheating is not tolerated and will result in an automatic F.

### Grading:

- Attendance: 25%
- Participation: 25%
- Midterm assessment: 25%
- Final assessment: 25%

**NOTE:** The course will be graded on a curve (relative grading).

## Spring, 2019 Elective Schedule

Date	Lesson content
Week 1:	Course Introduction/Syllabus Review Business Etiquette Icebreaker: Getting to know your peers
Week 2	Intercultural Communication part 1
Week 3	Intercultural Communication part 2
Week 4	Universal Systems 1
Week 5	Universal Systems 2
Week 6	Global Business Etiquette 1
Week 7	Global Business Etiquette 2/ Midterm Review Week
Week 8	Midterm Exam
Week 9	Contrasting Cultural Values and Culture Shock
Week 10	Oral and Nonverbal Communication Patterns
Week 11	Business and Social Customs
Week 12	Written Communication Patterns
Week 13	Intercultural Negotiation Components
Week 14	Laws Affecting International Business and Travel
Week 15	Final Presentations
Week 16	Make-up Week

**NOTE:** The course content listed above is subject to change.